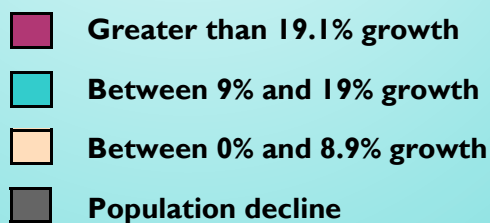
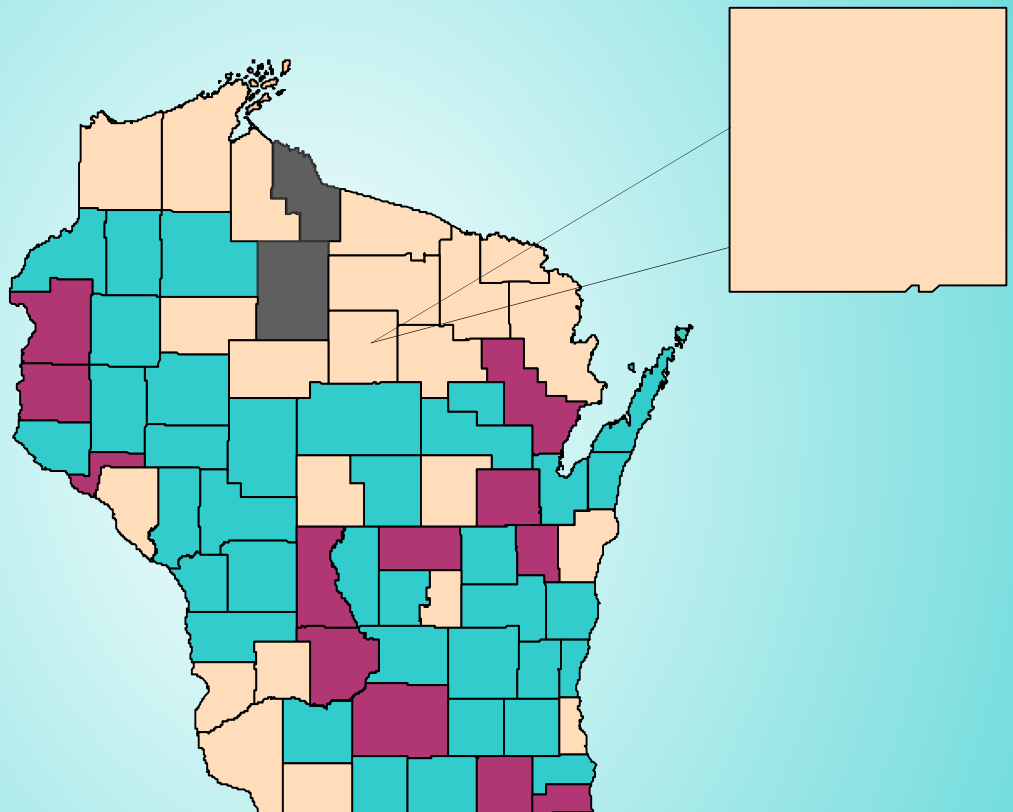


# Lincoln County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



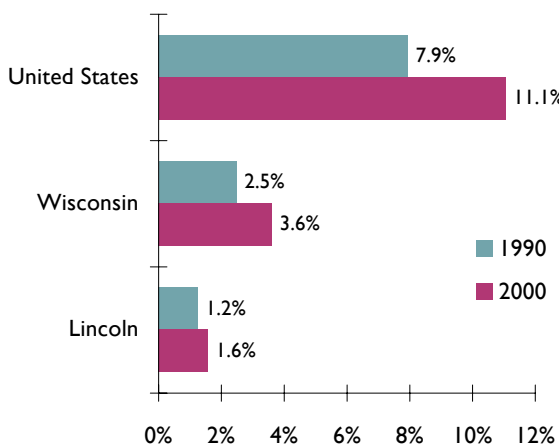
## County Population

Population growth affects the supply of workers, the ability to attract employers and demand for goods and services. Lincoln County added about 303 people or 1.0 percent between the April 2000 Census and the January 2002 population estimates. This growth rate was below the national rate and the statewide rate. Together, Pine River, Bradley, Scott and Harrison gained 172 people, or nearly 57 percent of the county's total gain.

On the whole, non-metropolitan Wisconsin experienced natural increase (births minus deaths) equal to 0.24 percent of its Census 2000 population and net migration (people moving in minus people moving out) of 1.51 percent. Lincoln County had more deaths than births over this time period, so its population would have declined if it weren't for positive net migration. The 2000 Census also asked where people had lived in 1995. Roughly following non-metropolitan Wisconsin trends, about 10 percent of Lincoln County residents reported having lived in another Wisconsin county in 1995 and roughly 4.9 percent reported having lived outside of Wisconsin in 1995.

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite a small increase, Lincoln County remained well behind the state and the nation. Available data does not suggest that this dynamic will change dramatically in the near term.

**Share of Foreign-born Residents**

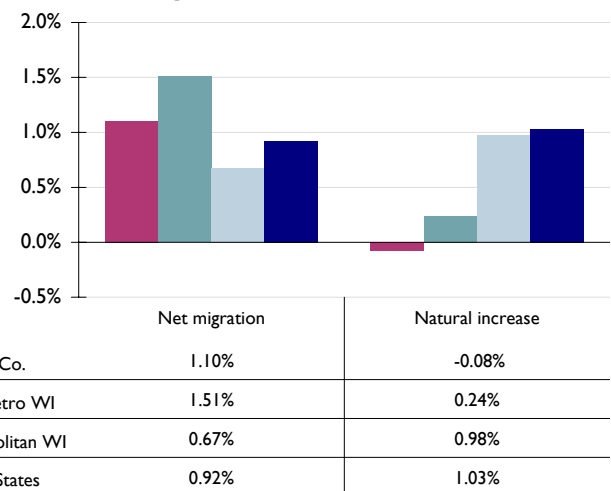


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

|                               | April 2000<br>Census | January 1, 2002<br>estimate | Percent<br>change |
|-------------------------------|----------------------|-----------------------------|-------------------|
| <b>United States</b>          | 281,421,906          | 286,923,000                 | 2.0%              |
| <b>Wisconsin</b>              | 5,363,701            | 5,453,896                   | 1.7%              |
| <b>Lincoln County</b>         | 29,641               | 29,944                      | 1.0%              |
| <b>Largest Municipalities</b> |                      |                             |                   |
| Merrill, City                 | 10,146               | 10,151                      | 0.0%              |
| Tomahawk, City                | 3,770                | 3,772                       | 0.1%              |
| Merrill, Town                 | 2,979                | 3,001                       | 0.7%              |
| Bradley, Town                 | 2,573                | 2,619                       | 1.8%              |
| Pine River, Town              | 1,877                | 1,932                       | 2.9%              |
| Scott, Town                   | 1,287                | 1,326                       | 3.0%              |
| Schley, Town                  | 909                  | 917                         | 0.9%              |
| King, Town                    | 842                  | 858                         | 1.9%              |
| Corning, Town                 | 826                  | 838                         | 1.5%              |
| Harrison, Town                | 793                  | 825                         | 4.0%              |

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced fewer births from 1992 to 2001 than it had between 1982 and 1991. In 2001, 71 percent of Lincoln County's births were to mothers under 30 years old and 89 percent were to mothers under 35. Natural increase (or lack thereof) affects population growth and age demographics, in turn, have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

# Lincoln County Workforce Profile

## Population Projections by Age Groups in Lincoln County

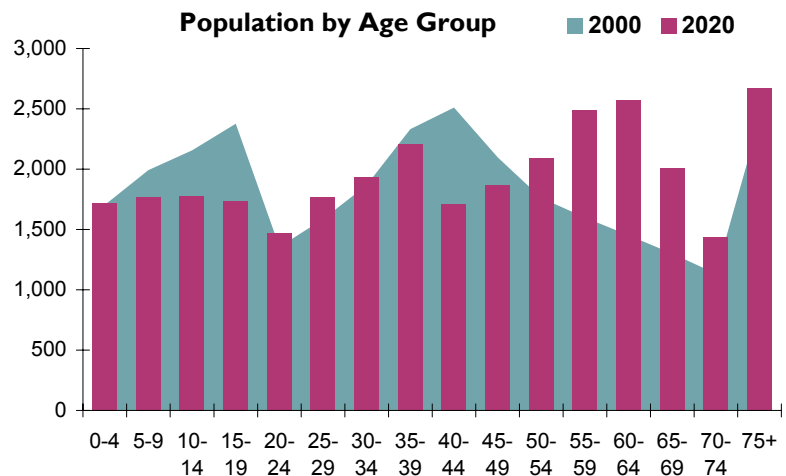
|             | 0-4 | 5-9   | 10-14 | 15-19 | 20-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70-74 | 75+   |
|-------------|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>2000</b> |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 885 | 1,014 | 1,113 | 1,395 | 684   | 809   | 962   | 1,151 | 1,258 | 1,094 | 884   | 799   | 711   | 636   | 520   | 895   |
| Female      | 818 | 978   | 1,044 | 981   | 672   | 777   | 905   | 1,181 | 1,253 | 1,004 | 877   | 800   | 740   | 664   | 614   | 1,523 |
| <b>2005</b> |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 811 | 947   | 1,062 | 1,204 | 1,063 | 715   | 860   | 1,014 | 1,194 | 1,283 | 1,101 | 885   | 778   | 671   | 525   | 929   |
| Female      | 782 | 877   | 1,025 | 976   | 792   | 766   | 823   | 950   | 1,208 | 1,273 | 1,011 | 891   | 800   | 705   | 587   | 1,510 |
| <b>2010</b> |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 844 | 857   | 981   | 1,151 | 919   | 1,111 | 764   | 913   | 1,059 | 1,226 | 1,300 | 1,108 | 869   | 740   | 558   | 967   |
| Female      | 812 | 828   | 910   | 956   | 786   | 892   | 813   | 867   | 974   | 1,229 | 1,283 | 1,028 | 894   | 762   | 624   | 1,486 |
| <b>2015</b> |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 869 | 879   | 883   | 1,049 | 871   | 957   | 1,172 | 806   | 949   | 1,083 | 1,236 | 1,302 | 1,083 | 824   | 614   | 1,019 |
| Female      | 837 | 848   | 855   | 845   | 766   | 884   | 936   | 854   | 887   | 989   | 1,235 | 1,299 | 1,028 | 850   | 673   | 1,503 |
| <b>2020</b> |     |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| Male        | 875 | 898   | 905   | 942   | 793   | 906   | 1,007 | 1,230 | 837   | 971   | 1,094 | 1,240 | 1,276 | 1,029 | 686   | 1,104 |
| Female      | 842 | 868   | 875   | 793   | 676   | 863   | 925   | 978   | 874   | 901   | 995   | 1,251 | 1,299 | 979   | 752   | 1,568 |

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

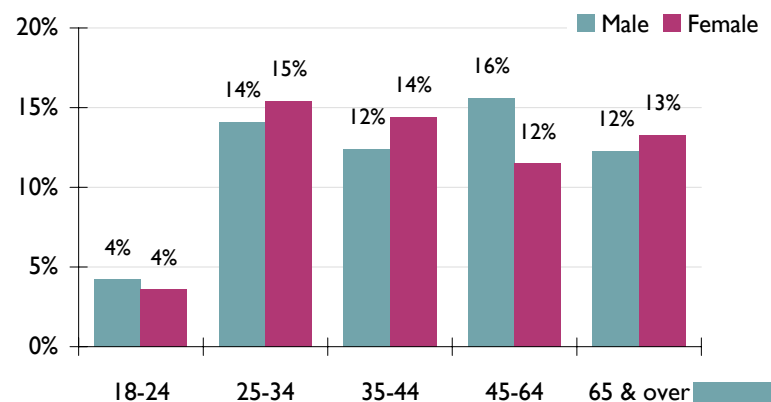
Population projections suggest that Lincoln County will gain something like 1,591 people or around 5.4 percent between 2000 and 2020. This is less than half Wisconsin's projected growth of 13.9 percent. As baby-boomers age, 3 cohorts, (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will each grow by roughly 708 to 1,124 people, or 55 to 78 percent. Meanwhile, 2 other cohorts (40- to 44-year-olds and 45- to 49-year-olds) will see their ranks thin by about 226 to 800 people or 11 percent to 32 percent.

The group that starts with 1,044 females aged 10 to 14 in 2000 shrinks to 786 females aged 20 to 24 in 2010 and rebounds to 925 females aged 30 to 34 in 2020. This reflects a sharper dip of college-aged females and a milder rebound than non-metropolitan Wisconsin as a whole. Female out-migration is slightly greater than male out-migration in Lincoln. Counties where students can attend bachelor's degree programs tend to see less out-migration of college-aged females.

The graph to the right shows that advanced education (a bachelor's degree or more) used to be more common among males than females, but recent decades have reversed this trend. Recent graduates are some of the most mobile workers, and more likely to consider other locales for their industry mix and occupational offerings.



## Percent of age group with at least a Bachelor's degree in Lincoln County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts sometimes occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

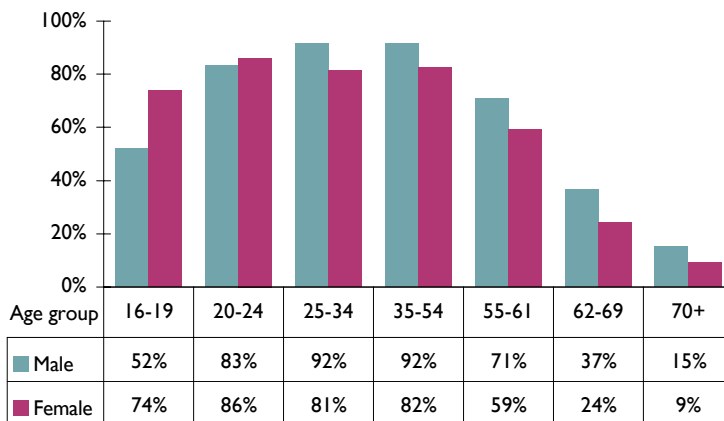
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Lincoln County's has been somewhat lower. (See middle right graph.) The graph to the lower right suggests that the high labor force participation rates of those aged 35 to 44 cannot compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force. Shifting demographic trends affect employment trends and policies.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts. The upper right graph shows female LFPR exceeding male levels among those aged 16 to 19 or 20 to 24. Together, these trends may prompt employers to ask where replacement workers will come from.

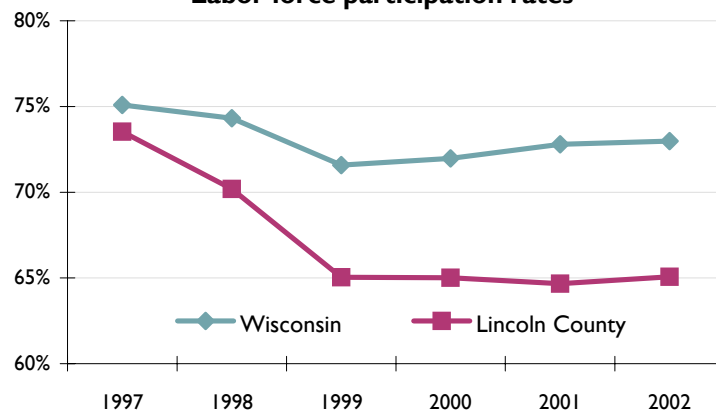
The baby boomers who stay in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

**Lincoln Labor Force Participation by Age & Sex in 2000**



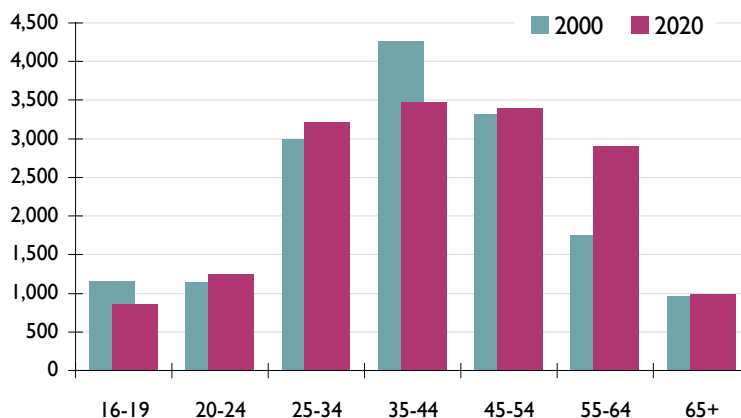
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Lincoln County**

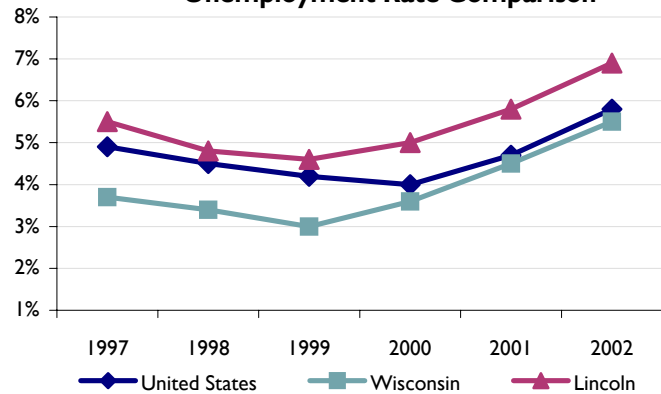


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Lincoln County Workforce Profile

Over the course of 2002, an average of roughly 14,900 Lincoln County residents participated in the labor force: about 13,868 were employed and approximately 1,032, or 6.9 percent were unemployed. Unemployment rose around the same time locally and statewide, which was before the national rate started going up. From 2001 to 2003, unemployment rates have been considerably higher than the heydays of the late 1990s, but a bit lower than they were in the 1993-1994 period. Some encouraging signs emerged in the autumn of 2003; the winter of 2003-2004 will show how they play out.

Unemployment Rate Comparison



Lincoln County Civilian Labor Force Data

|                   | 1997   | 1998   | 1999   | 2000   | 2001   | 2002   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 16,020 | 15,398 | 14,314 | 14,819 | 15,018 | 14,900 |
| Employed          | 15,137 | 14,653 | 13,661 | 14,083 | 14,154 | 13,868 |
| Unemployed        | 883    | 745    | 653    | 736    | 864    | 1,032  |
| Unemployment Rate | 5.5%   | 4.8%   | 4.6%   | 5.0%   | 5.8%   | 6.9%   |

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Lincoln County is part of Wisconsin's north central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

North Central Region Occupation Projections: 2010

|                | Top Ten Occupations                 | Education & Training Typically Required* | Average Wage** |
|----------------|-------------------------------------|--|----------------|
| Fastest Growth | Computer Support Specialists        | Associate degree                         | \$16.29        |
|                | Computer Software Engrs Apps        | Bachelor's degree                        | \$30.39        |
|                | Medical Records/Health Info Techs   | Associate degree                         | \$12.12        |
|                | Network/Computer Systems Admin      | Bachelor's degree                        | \$22.28        |
|                | Personal and Home Care Aides        | 1-month or less training                 | \$8.66         |
|                | Medical Assts                       | 1-12 mo. on-the-job training             | \$11.67        |
|                | Social/Human Service Assts          | 1-12 mo. on-the-job training             | \$10.71        |
|                | Computer Systems Analysts           | Bachelor's degree                        | \$24.16        |
|                | Computer/Information Systems Mgrs   | Work experience & degree                 | \$33.51        |
|                | Surgical Technologists              | Postsecondary voc. trng                  | \$13.89        |
| Most Openings  | Cashiers                            | 1-month or less training                 | \$7.21         |
|                | Comb Food Prep/Serv Wrk/Incl Fast   | 1-month or less training                 | \$7.03         |
|                | Retail Salespersons                 | 1-month or less training                 | \$9.11         |
|                | Waiters/Waitresses                  | 1-month or less training                 | \$6.50         |
|                | Registered Nurses                   | Bachelor's degree                        | \$22.18        |
|                | Labrs/Frght/Stock/Matrl Movers/Hand | 1-month or less training                 | \$10.50        |
|                | Labrs/Frght/Stock/Matrl Movers/Hand | 1-month or less training                 | \$10.50        |
|                | Office Clerks/General               | 1-month or less training                 | \$9.80         |
|                | Stock Clerks/Order Fillers          | 1-month or less training                 | \$9.60         |
|                | Janitors/Cleanrs Ex Maids/Hskpng    | 1-month or less training                 | \$9.82         |

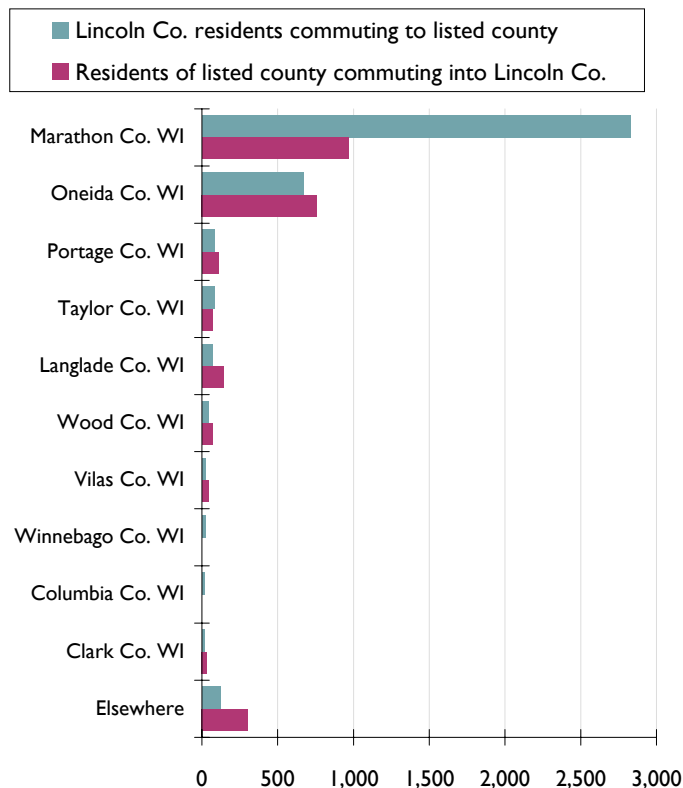
\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files. The Census reported that approximately 3,974 Lincoln County residents worked outside the county (about 28 percent of working residents by their count). At the same time, roughly 2,494 workers from other counties commuted in (roughly 19 percent of the people filling Lincoln County jobs by their count).



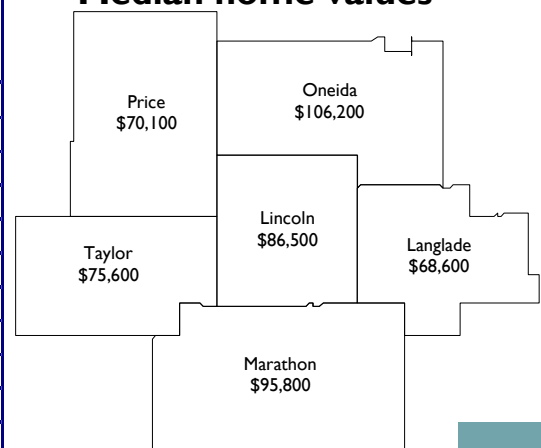
Reasons for commuting vary, but relevant factors include geography, employment conditions, wages and housing costs. Geographically, the population is not centralized. Municipalities relatively near county borders include the City and Town of Merrill, Tomahawk and Bradley. Together, they host about 65 percent of the county's population. Some people may cross county lines without traveling great distances. The Census reported that 60 percent of Lincoln County's working residents commuted less than 20 minutes and 78 percent commuted less than 30 minutes.

Employment conditions in the area present a complex picture. The crudest measure, the 2002 unemployment rate, was lower in Lincoln County (6.9%) than in Forest (7.4%) or Langlade (8.0%), but higher than Oneida (6.4%) or Marathon (4.8%). Being a large labor market with a high concentration of jobs in such high wage industries as financial activities and professional & business services, Marathon County is bound to pull in workers. Oneida County offers many jobs in education & health services, a sector with a high average wage. Lincoln County may not offer the highest manufacturing wage, but Lincoln County's employment and wages are more concentrated in manufacturing than its neighbors' employment and wages.

The map below might suggest that housing dollars go further in Lincoln than in Marathon or Oneida. People who live and work in those counties may move into Lincoln, while keeping their jobs. Net migration drives population growth in Lincoln County, and low housing cost may contribute to net migration.

|                  | Lincoln Co. residents commuting to listed county | Residents of listed county commuting into Lincoln Co. | Net gain or loss of workers |
|------------------|--|---|-----------------------------|
| Marathon Co. WI  | 2,826  | 964   | -1,862                      |
| Oneida Co. WI    | 672  | 759   | 87                          |
| Portage Co. WI   | 83   | 110   | 27                          |
| Taylor Co. WI    | 82   | 71  | -11                         |
| Langlade Co. WI  | 71   | 140   | 69                          |
| Wood Co. WI      | 42   | 71  | 29                          |
| Vilas Co. WI     | 23   | 41  | 18                          |
| Winnebago Co. WI | 21   | not avail.  | not avail.                  |
| Columbia Co. WI  | 16   | not avail.  | not avail.                  |
| Clark Co. WI     | 15   | 34  | 19                          |
| Elsewhere        | 123  | 304   | 181                         |

## Median home values



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

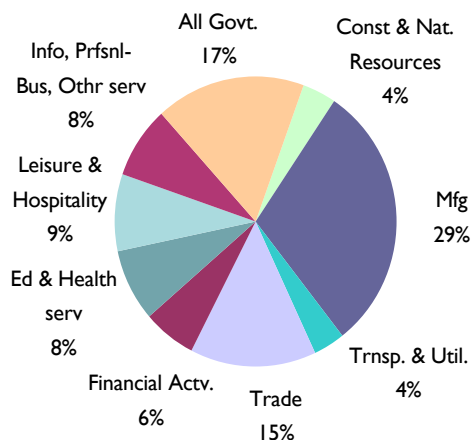
Census 2000, Summary File 3, QT-H14



## Industry Employment - Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System (NAICS) replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like education & health services or leisure & hospitality) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas).

**Lincoln County Industry Distribution: 2002**



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

This page shows employees of public schools and colleges with government. Other pages group them with education & health services. NAICS shows the continuing importance of manufacturing in Lincoln County.

**2002 Industry Employment in Lincoln County: A comparison of two classification systems**

| NAICS Super-sectors   | Employment | Distribution | SIC Industry Divisions                         | Distribution |
|---|------------|--------------|--|--------------|
| Construction, natural resources & mining                      | 475        | 4%           | Construction & Mining                          | 3%           |
| Manufacturing   | 3,666      | 30%          | Manufacturing                                  | 32%          |
| Transportation, warehousing & utilities                       | 428        | 4%           | Transportation, utilities & communication      | 4%           |
| Trade (wholesale & retail)                                    | 1,773      | 15%          | Wholesale trade                                | 3%           |
|   |            |              | Retail trade                                   | 19%          |
| Financial activities  | 751        | 6%           | Finance, insurance & real estate               | 6%           |
| Information, professional & business services, other services | 981        | 8%           | Services & misc (incl. agr, forestry, fishing) | 16%          |
| Education and health services                                 | 964        | 8%           | Government                                     | 17%          |
| Leisure & hospitality   | 1,065      | 9%           |  |              |
| Government  | 2,093      | 17%          |  |              |

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Lincoln County Workforce Profile

Listed in the table in the middle of the page, the ten largest private employers in Lincoln County accounted for roughly 25 percent of the payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month and seasonality varies significantly from one employer to another. For these and other reasons, specific ranks are not necessarily consistent or informative.

Listed in the top table, the ten largest industry groups provided approximately 51 percent of the county's total jobs. Job losses in some of these industry groups reflect recent difficulties in manufacturing.

### Top 10 Industry Groups in Lincoln County

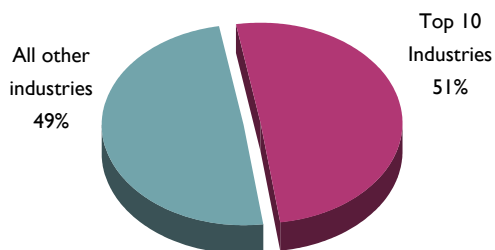
| Industry Group                           | March 2003 |           | Numeric change<br>2002 - 2003 |
|--|------------|-----------|-------------------------------|
|  | Employers  | Employees |                               |
| Wood Product Manufacturing               | 14         | 1,120     | -35                           |
| Educational Services                     | 3          | 859       | -32                           |
| Fabricated Metal Product Manufacturing   | 14         | 777       | -52                           |
| Food Services and Drinking Places        | 67         | 732       | -54                           |
| Executive, Legislative, & Gen Government | 14         | 574       | 5                             |
| Insurance Carriers & Related Activities  | *          | *         | *                             |
| Paper Manufacturing                      | *          | *         | *                             |
| Food And Beverage Stores                 | 6          | 392       | -15                           |
| Transportation Equipment Manufacturing   | *          | *         | *                             |
| Justice, Public Order, & Safety Activity | *          | *         | *                             |

\*data suppressed to maintain confidentiality

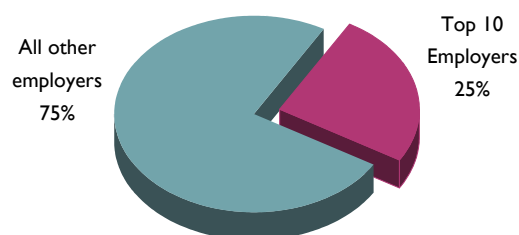
### Top 10 Private Employers in Lincoln County

| Company                              | Product or Service                                      | Size    |
|--------------------------------------|---|---------|
| Packaging Corp. of America           | Paper mills (excluding newsprint)                       | 250-499 |
| Church Mutual Insurance Co.          | Direct property and casualty insurance carrier          | 250-499 |
| Semling Menke Co, Inc.               | Wood window and door manufacturing                      | 250-499 |
| Harley-Davidson Motor Co. Operations | Motorcycle, bicycle, and parts manufacturing            | 250-499 |
| Hurd Millwork Co, Inc.               | Window and door manufacturing                           | 250-499 |
| Lincoln Wood Products, Inc.          | Wood window and door manufacturing                      | 250-499 |
| Good Samaritan Health Center         | Health care, social services, hospice and pastoral care | 100-249 |
| Northern Wire LLC                    | Wire components and products manufacturing              | 100-249 |
| Wal-Mart Associates, Inc.            | Discount department stores                              | 100-249 |
| Weinbrenner Shoe Co, Inc.            | Men's footwear manufacturing                            | 100-249 |

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Lincoln County Workforce Profile

Overall, Lincoln County employers reported paying about a fifth less than the state-wide all-industries average wage, with results varying by industry. Responsible for 31 percent of the county's reported wages and 39 percent of its reported wages, manufacturing remains a key sector in the county's economy. The average annual wage per manufacturing job rose 3.8 percent between 2001 and 2002, but there were fewer manufacturing jobs in 2002. Trade, transportation & utilities faced a mixed picture. Wholesale trade was the only segment of that sector to see wage gains and employment gains in 2002. Despite strong wage gains (from a very low base), retail trade lost jobs. Perhaps the most uncomfortable numbers are employment reduction accompanied by falling average annual wage in transportation and warehousing.

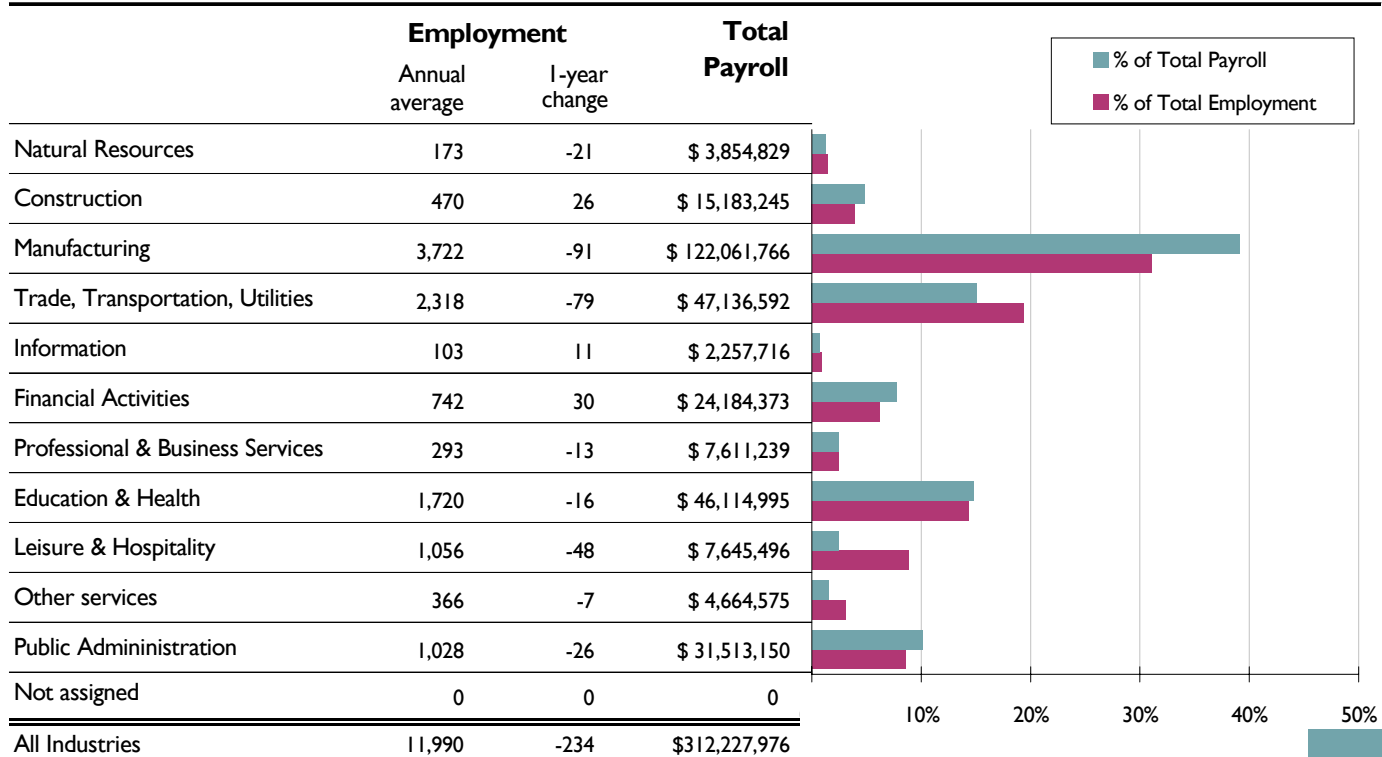
### Average Annual Wage by Industry Division in 2002

|                                  | Average Annual Wage |                | Percent of | I-year   |
|----------------------------------|---------------------|----------------|------------|----------|
|                                  | Wisconsin           | Lincoln County | Wisconsin  | % change |
| All Industries                   | \$ 32,422           | \$ 26,041      | 80%        | 3.3%     |
| Natural resources                | \$ 25,481           | \$ 22,282      | 87%        | 13.3%    |
| Construction                     | \$ 39,649           | \$ 32,305      | 81%        | 6.6%     |
| Manufacturing                    | \$ 40,584           | \$ 32,795      | 81%        | 3.8%     |
| Trade, Transportation, Utilities | \$ 28,422           | \$ 20,335      | 72%        | 1.5%     |
| Information                      | \$ 38,871           | \$ 21,920      | 56%        | -7.0%    |
| Financial activities             | \$ 40,337           | \$ 32,593      | 81%        | -0.0%    |
| Professional & Business Services | \$ 36,324           | \$ 25,977      | 72%        | 7.5%     |
| Education & Health               | \$ 33,768           | \$ 26,811      | 79%        | 2.3%     |
| Leisure & Hospitality            | \$ 11,837           | \$ 7,240       | 61%        | 3.5%     |
| Other services                   | \$ 19,500           | \$ 12,745      | 65%        | 6.8%     |
| Public Administration            | \$ 33,769           | \$ 30,655      | 91%        | 1.3%     |

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Leisure & hospitality reported the lowest wages (\$7,240), both in relation to the county's all-industries average and in relation the statewide average for the industry (\$11,837). The former is partially due to part-time and seasonal work schedules that limit wages and growth; the latter is not.

### 2002 Employment and Wage Distribution by Industry in Lincoln County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

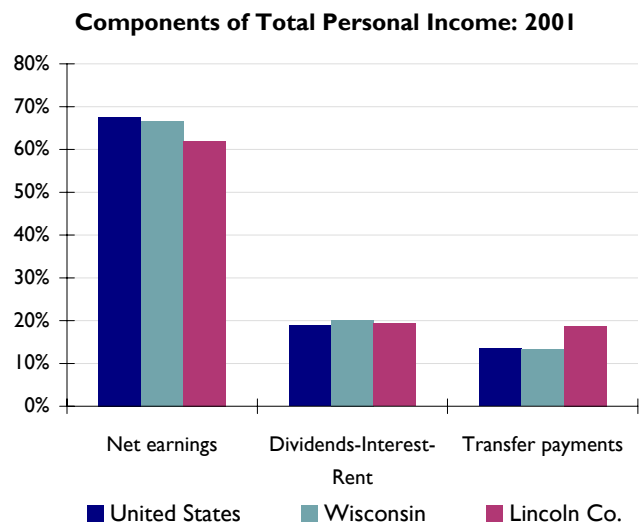
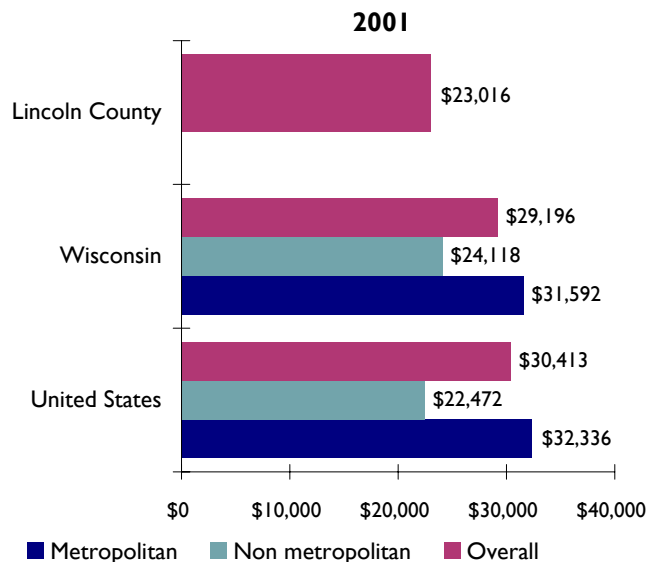
## Per Capita Personal Income

In 2001, Lincoln County's per capita personal income (PCPI) of \$23,016 was below non-metropolitan Wisconsin's PCPI (\$24,118) and above the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Lincoln County's PCPI slipped from 2.0 percent below non-metropolitan Wisconsin's PCPI to 4.6 percent below non-metropolitan Wisconsin's PCPI. Meanwhile, Lincoln County PCPI held nearly steady (going from 3.2 percent above the national non-metropolitan PCPI to being 2.4 percent above the national non-metropolitan PCPI).

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

**Per Capita Personal Income**

|                | 1996     | 1997     | 1998     | 1999     | 2000     | 2001     | Percent Change |        |
|----------------|----------|----------|----------|----------|----------|----------|----------------|--------|
|                |          |          |          |          |          |          | 1 year         | 5 year |
| United States  | \$24,270 | \$25,412 | \$26,893 | \$27,880 | \$29,760 | \$30,413 | 2.2%           | 25.3%  |
| Wisconsin      | \$23,301 | \$24,481 | \$26,004 | \$26,926 | \$28,389 | \$29,196 | 2.8%           | 25.3%  |
| Lincoln County | \$19,112 | \$20,039 | \$20,980 | \$21,227 | \$22,083 | \$23,016 | 4.2%           | 20.4%  |



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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